

State & Regional Promotion Program 2007 Expenditures on Dairy Products for the Annual Report to Congress on The National Dairy Promotion and Research Program

Organization Name: _____

Please provide quarterly expenditures spent directly by your organization in the categories listed below to the fullest extent possible. Indirect costs such as compensation costs, administrative expenses, and industry relations costs, and research costs should not be included.

Advertising expenditures for television, print, and radio should be combined, and any production costs should be included.

Non-advertising demand enhancement expenditures mean non-media based strategies aimed at selling more dairy products, such as public relations, retail and food service promotions, and nutritional education programs. Expenditures should be reported based on when the events/activities occurred rather than when payment was made to reflect when consumers were exposed to the promotion activity.

National Implementation Fund should reflect the annual amount of dollars forwarded to Dairy Management Inc. for their application towards the **Unified Marketing Plan (UMP)**. UMP dollars spent locally by your organization should be allocated to your organization's quarterly expenditures

2007 Expenditures (\$000)

| | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 | Total |
|--|-----------|-----------|-----------|-----------|-------|
| Fluid Milk | | | | | |
| -Advertising | | | | | |
| -Non-advertising demand enhancing expenditures | | | | | |
| A. Total Fluid Milk | | | | | |
| Cheese | | | | | |
| -Advertising | | | | | |
| -Non-advertising demand enhancing expenditures | | | | | |
| B. Total Cheese | | | | | |
| Three-A-Day Program | | | | | |
| -Advertising | | | | | |
| -Non-advertising demand enhancing expenditures | | | | | |
| C. Total | | | | | |
| All Other Dairy Products | | | | | |
| -Advertising | | | | | |
| -Non-advertising demand enhancing expenditures | | | | | |
| D. Total All Other Dairy Products | | | | | |
| Total Expenditures (A+B+C+D) | | | | | |
| E. National Implementation Fund | n.a. | n.a. | n.a. | n.a. | |

n.a. : Quarterly expenditures are not applicable. Please provide annual total.

Questions should be addressed to Dr. Harry M. Kaiser at 607-255-1598 or hmk2@cornell.edu.

Completed forms should be returned to: USDA, AMS, Dairy Programs, Promotion and Research Branch, Stop 0233, Room 2958-S, 1400 Independence Avenue, SW., Washington, D.C. 20250-0233.